

A man with a beard and glasses, wearing a black polo shirt, is standing on the left and pointing at a yellow recycling reward machine. A woman with short hair, wearing a blue and white striped shirt and a colorful headband, is standing on the right, holding a white coffee cup and looking at the machine. The machine has a yellow background with a large white arrow pointing right. Above the arrow is a small image of a coffee cup being recycled. Below the arrow is a large white number '1' inside a red cup icon. To the right of the '1' is a large white number '2' inside a red circle icon. The machine also has text that says 'Recycle', 'coffee', and 'mon'. In the background, there is a blue wall with some text and a whiteboard.

RECYCLING REWARD MACHINES

ABOUT HUBBUB
A CHARITY WITH A DIFFERENCE







LEEDS BY EXAMPLE

- **Six machines.** Five collecting bottles/cans. One collecting Coffee Cups.
- **11,000 items** collected in three months.
- **Coupon redemption rate 4%** ranging from 1% - 9% with university at higher end.
- **Charity donation** had no noticeable impact.
- **Redemption between 5-10p.** Currently testing 20p.
- Machine in Trinity Kitchen **double the uses** of others.
- **Novelty or fun** seems to be main motivator.
- **Quality is high** with 90%+ correct materials.



DRIVE DOWN LITTER

- **Two machines:** one collecting bottles and the other collecting coffee cups
- **7,000 items recycled** since June 2018.
- **1.18% of coupons redeemed.**
- **Value of coupon increased** from 5p to 10p in November made minimal impact.
- 25% of those surveyed did so for the reward and **75% for the novelty.**
- 100% of those surveyed **would use a recycling bin** had it been available.
- Of those surveyed **75% thought it was for recycling** or litter reduction, 15% thought the machine was a vending machine and 10% didn't know what the machines were for.



DISCUSSION POINTS

- Will the low redemption rate transfer to a DRS scheme? If yes, what happens if the unclaimed deposits becomes significant?
- Altering the redemption amounts has had a limited impact. We are now testing a 20p redemption rate.
- Positioning of the machines has a significant impact. The machine in a public food hall has significantly out-performed others.
- The machines have to be part of the customer journey – this was not the case in Maidstone Service station.
- The machines have been highly reliable apart from the printer.
- The quality of collected materials is high.



THANK YOU

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UK

REGISTERED CHARITY NUMBER 1158700



Recycle here

Empty plastic and cans,
nowt else.


Liquids


Liquids

**Recycle
plastic bottles
and cans
for money off**



Insert your empty
plastic bottles and
cans one at a time.



Wait for the end
of the cycle.



Press the screen
to receive your
redeemable coupon.

**food
waste**



compostable
containers &
cup holders